

ABSTRACT OF DISCLOSURE

An advertising system includes a layout setter providing layout information regarding document data and advertisement data to be printed on a paper. A document data processor creates print data for a document by converting the document data into a predetermined printing apparatus description language based on the layout information. An advertisement data processor creates print data for an advertisement by processing the advertisement data according to the layout information. A combining unit combines the print data for the document and the print data for the advertisement to create combined print data including the advertisement.